

Message Text

UNCLASSIFIED

PAGE 01 HELSIN 00099 01 OF 02 161351Z

43

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 INT-05 TRSE-00 PA-02

PRS-01 RSC-01 USIA-15 AGR-10 /054 W

----- 051897

R 161210Z JAN 75

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 8207

INFO AMEMBASSY COPENHAGEN

AMEMBASSY MOSCOW

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS SECTION 1 OF 2 HELSINKI 0099

E.O. 11652: N/A

TAGS: BEXP FI

SUBJ: FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM FOR
FINLAND

REF: 1. A-9106, DEC. 6, 1974;
2. STATE 005312, JAN. 9, 1975;
3. HELSINKI A-009, JAN. 8, 1975

BEGIN SUMMARY: EMBASSY HELSINKI RECOMMENDS THE FOLLOWING
CAMPAIGNS FOR THE COUNTRY COMMERCIAL PROGRAM IN FY 1976:
FOREST PRODUCTS INDUSTRIES, SUPPORT TO STOCKHOLM TRADE
CENTER, FOOD PROCESSING AND PACKAGING, PROCESS CONTROL
INSTRUMENTATION, VISIT USA, MAJOR PROJECTS. END
SUMMARY.

1. CAMPAIGN NO. 1: FOREST PRODUCTS INDUSTRIES
CAMPAIGN MANAGER: EDWARD J. MARCOTT, ECONOMIC OFFICER
CAMPAIGN STATEMENT: THIS CAMPAIGN IS A CONTINUATION OF
THE ONE BEGUN IN THE INITIAL COUNTRY COMMERCIAL PROGRAM
OF 1975. AS NOTED AT THAT TIME, FINLAND REPRESENTS THE
SECOND LARGEST MARKET IN SCANDINAVIA FOR IMPORTS OF PULP
AND PAPERMAKING EQUIPMENT. IN FINLAND THE FOREST PRODUCTS
INDUSTRIES CONSTITUTE 25 PERCENT OF THE INDUSTRIAL SECOTR.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HELSIN 00099 01 OF 02 161351Z

IMPORTS AMOUNTED TO DOLS 21.7 MILLION IN 1973 (SITC 718.11,

718.12, 719.52). THE US SHARE OF THE IMPORT MARKET WAS 7 PERCENT.

LONG RANGE GOAL: INCREASE EXPORTS OF US PRODUCTS AS WELL AS ENCOURAGE LICENSING AND JOINT VENTURES.

EXPECTED MEASURABLE ACCOMPLISHMENTS: IN ADDITION TO ORGANIZING GROUP TRAVEL TO THE USA, A RISE IN THE NUMBER OF TRADE OPPORTUNITIES AND LICENSING ARRANGEMENTS IS TO BE EXPECTED.

LIST OF ACTIONS:

A. WORKING THROUGH THE CENTRAL FOREST PRODUCTS ASSOCIATION AND LOCAL TRAVEL AGENTS ENCOURAGE THE ORGANIZATION OF GROUP TRAVEL TO THE PULP AND PAPER INDUSTRY EXPOSITION AND OTHER EXPOSITIONS.

B. PREPARE ANNUAL REPORT ON THE PULP AND PAPER INDUSTRY - CERP 0516.

C. THERE ARE A SUBSTANTIAL NUMBER OF FOREST PRODUCTS INDUSTRIAL ESTABLISHMENTS LOCATED IN THE VARIOUS REGIONS OF FINLAND. VISITS WILL BE PROGRAMED TO THE SEVERAL REGIONS TO ENCOURAGE US PROCUREMENT AND OBTAIN INFORMATION ABOUT FUTURE PLANS FOR EXPANSION.

D. EXPAND CONTACTS WITH THE CENTRAL FOREST PRODUCTS ASSOCIATION AND ITS NETWORK OF RELATED ASSOCIATIONS (FINPAP, FINNCELL, ETC.)

E. DEVELOP 5 TRADE OPPORTUNITIES AND/OR LICENSING-INVESTMENT OPPORTUNITIES.

2. CAMPAIGN NO. 2: SUPPORT TO STOCKHOLM TRADE CENTER
CAMPAIGN MANAGER: COMMERCIAL ATTACHE

CAMPAIGN STATEMENT: AS A REGIONAL OPERATION, THE US TRADE CENTER IN STOCKHOLM LOOKS TO EMBASSY HELSINKI FOR PROMOTION OF ITS EXHIBITIONS AND PRESENTATIONS IN
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HELSIN 00099 01 OF 02 161351Z

FINLAND. LIMITED FUNDS APPARENTLY PRECLUDE THE TRADE CENTER FROM CONDUCTING ACTIVE PROMOTION CAMPAIGNS IN FINLAND SIMILAR TO THOSE CARRIED OUT IN SWEDEN THROUGH A PUBLIC RELATIONS COMPANY. TYPICAL ACTIONS UNDERTAKEN BY EMBASSY HELSINKI ARE LISTED IN A FOLLOWING SECTION. THE EMBASSY ALSO PROVIDES FREQUENT SUPPORT TO THE COMMERCIAL OFFICE IN MOSCOW.

LONG RANGE GOAL: EXPAND THE NUMBER OF US COMPANIES REPRESENTED IN FINLAND AND INCREASE END-USER SALES. AN OFF-SITE EXHIBITION BY THE STOCKHOLM TRADE CENTER IN HELSINKI WOULD CONTRIBUTE SIGNIFICANTLY TO THIS OBJECTIVE.

LIST OF EXPECTED MEASURABLE ACCOMPLISHMENTS:

A. DISTRIBUTION OF PROMOTION MATERIAL DIRECTLY TO FINNISH FIRMS AND ASSOCIATIONS. THIS INCLUDES CATALOGS, FLYERS, STUFFERS AND INVITATIONS.

B. COMPANY CATALOGS OF FIRMS EXHIBITING AT THE TRADE CENTER SHOWS ARE DISTRIBUTED BY THE EMBASSY DIRECTLY TO POTENTIAL AGENTS AND/OR END-USERS.

C. HAND-OUTS OF PRESS RELEASES AND BACKGROUND MATERIAL TO TRADE PUBLICATIONS, ASSOCIATIONS AND GENERAL PRESS.

D. DIRECT CONTACT WITH COMPANIES IN PERSON AND BY PHONE SOLICITING ATTENDANCE AT TRADE CENTER SHOWS. A REPORT IS MADE TO THE STC IN ADVANCE OF THE SHOW GIVING NAMES OF EXPECTED ATTENDEES.

E. ORGANIZING BY USIS OF PRESS GROUPS TO VISIT TRADE CENTER SHOWS. ORGANIZATION BY USIS OF PRESS CONFERENCES.

F. ATTENDANCE AT TRADE CENTER SHOWS OF AMERICAN AND FINNISH STAFF FROM HELSINKI TO ADVISE US FIRMS OF POTENTIAL FINNISH REPRESENTATIVES. FOLLOW UP IN FINLAND ON LEADS AND INQUIRIES.

G. ORGANIZATION OF RECEPTIONS TO FOCUS ATTENTION OF LOCAL BUSINESSMEN ON SHOWS OF SPECIAL INTEREST.
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 HELSIN 00099 01 OF 02 161351Z

H. INCLUSION OF MATERIAL IN EMBASSY NEWSLETTER ABOUT THE TRADE CENTER AND THE PROGRAM OF EXHIBITS.

I. ASSISTANCE TO TRADE CENTER STAFF WHEN VISITING FINLAND. CONDUCT SUPPLEMENTARY PROMOTION ACTIVITIES SUCH AS SPEECHES.

LIST OF ACTIONS: MANY OR ALL OF THE MEASURABLE ACCOMPLISHMENTS WILL BE PERFORMED FOR THE FOLLOWING SCHEDULED SHOWS AT THE STOCKHOLM TRADE CENTER IN FY 1976:
SEPTEMBER 1975 - PRINTEX
OCTOBER 1975 - REPROGRAPHICS
NOVEMBER 1975 - AVIONICS
DECEMBER 1975 - MICROWAVE TECHNIQUES

JANUARY 1976 - ANALYTICAL INSTRUMENTS

JUNE 1976 - ENERGY SYSTEMS

3. CAMPAIGN NO. 3: FOOD PROCESSING AND PACKAGING

CAMPAIGN MANAGER: FRANS CARREGUI

CAMPAIGN STATEMENT: FOOD PROCESSING AND PACKAGING EQUIPMENT IS SCHEDULED FOR PRIMARY PROMOTION AS A TARGET INDUSTRY BY THE DEPARTMENT OF COMMERCE IN FY 1977.

EMBASSY HELSINKI PROPOSES TO EMPHASIZE THIS TARGET INDUSTRY IN FY 1976 SINCE MARKET RESEARCH ON THIS TOPIC WAS RECENTLY COMPLETED, USIA WASHINGTON HAS ASSEMBLED A COLLECTION OF INDUSTRIAL FILMS ON THIS TOPIC AVAILABLE FOR DISTRIBUTION TO OVERSEAS POSTS, AND FINNISH IMPORTS IN THIS INDUSTRY ARE ON THE INCREASE. IMPORTS VALUED AT 107.7 MILLION FINNMARKS IN 1970 ROSE TO 198.3 MILLION FINNMARKS IN 1973 (AT CURRENT RATES DOLS 1.00 EQUALS 3.5 FINNMARKS). IN 1973 THE US SHARE OF THE IMPORT MARKET WAS 6.8 PERCENT.

LONG RANGE GOAL: RAISE THE US MARKET SHARE. THE EFFECTS OF THIS CAMPAIGN (WHICH WILL BE CONTINUED IN THE FOLLOWING FISCAL YEAR) MAY NOT BE APPARENT FOR ONE OR TWO YEARS.

MEASURABLE ACCOMPLISHMENTS: AN INCREASE IN THE NUMBER OF INQUIRIES ABOUT US SUPPLIERS, TRADE OPPORTUNITIES SUBMITTED, ADS IN THIS AREA PROCESSED, AND LICENSING OPPORTUNITIES
UNCLASSIFIED

UNCLASSIFIED

PAGE 05 HELSIN 00099 01 OF 02 161351Z

SHOULD RESULT.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 HELSIN 00099 02 OF 02 161412Z

43

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 INT-05 TRSE-00 PA-02

PRS-01 RSC-01 USIA-15 AGR-10 /054 W

----- 052164

R 161210Z JAN 75

FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 8208
INFO AMEMBASSY COPENHAGEN
AMEMBASSY MOSCOW
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

UNCLAS SECTION 2 OF 2 HELSINKI 0099

LIST OF ACTIONS:

A. ORGANIZE GROUP TRAVEL TO US NATIONAL EXHIBITIONS. THE NATIONAL EXPOSITION FOR FOOD PROCESSORS, JANUARY 18-21, 1976 IN THE CIVIC CENTER, SAN FRANCISCO, HAS BEEN DESIGNATED A V.I.P. SHOW UNDER THE FOREIGN BUYERS PROGRAM. (STATE T-278245 OF 19 DEC. 1974)

IF THERE IS A PACKAGING AND CONVERTING MACHINERY SHOW IN FY 1976 SIMILAR TO THE PMMI SHOW HELD IN OCTOBER 1974 IN CHICAGO, THIS WOULD ALSO BE A TARGET FOR GROUP TRAVEL.

B. CONSULT WITH THE FINNISH PACKAGING ASSOCIATION AND THE FOODSTUFFS INDUSTRIES ASSOCIATION TO SET UP A PROGRAM OF DISTRIBUTION AND SHOWING OF FILMS ON FOOD PROCESSING AND PACKAGING MACHINERY. CM-1588 OF NOVEMBER 6, 1974, CONTAINED INFORMATION ON THE USIA PROGRAM MAKING AVAILABLE A SELECTION OF TITLES IN THIS FIELD AVAILABLE OVERSEAS. USIS AND THE COMMERCIAL ATTACHE WILL SUBMIT A REQUEST FOR TITLES AFTER CONSULTING WITH THE APPROPRIATE ORGANIZATIONS.

C. THE USIA MESSAGE CITED IN PARAGRAPH B ASKED FOR SUGGESTED TOPICS FOR VTR'S. SUCH A FILM DESIGNED UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HELSIN 00099 02 OF 02 161412Z

TO PROMOTE TRAVEL TO THE FOOD PROCESSING EXPOSITION IN SAN FRANCISCO, IN THE FINNISH LANGUAGE, WILL BE HELPFUL.

D. CONTACT LARGE TRADING GROUPS IN FINLAND, I.E. KESKO, SOK, TUKO, OTK AND HANKKIJÄ, TO ENCOURAGE THEIR INTERNAL USE OF USIA FILMS.

4. CAMPAIGN NO. 4: PROCESS CONTROL INSTRUMENTATION
CAMPAIGN MANAGER: COMMERCIAL ATTACHE
CAMPAIGN STATEMENT: PROCESS CONTROL INSTRUMENTATION IS ONE OF THE FIVE TARGET INDUSTRIES SCHEDULED BY COMMERCE TO RECEIVE PRIMARY PROMOTION IN FY 1976. AN EXHIBITION "INDUSTRIAL PROCESS CONTROL" WILL TAKE PLACE AT THE STOCKHOLM TRADE CENTER JUNE 9-13, 1975. A MARKET BRIEF ON FINLAND COVERING THIS SUBJECT HAS BEEN PREPARED.

IMPORTS OF THIS TYPE OF EQUIPMENT ROSE FROM 185.4 MILLION FINNMARKS IN 1970 TO 286.9 MILLION FINNMARKS IN 1973, A RISE OF 54.8 PERCENT (DOLS 1.00 EQUALS 3.5 FINNMARKS). THE US SHARE IN 1973 WAS 6.5 PERCENT. THE PRODUCT CATEGORY "ELECTRICAL CIRCUIT APPARATUS"--INCLUDED IN THIS TARGET INDUSTRY--IS ONE OF THE PROORITY PRODUCTS SELECTED BY THE EMBASSY AS HAVING BEST PROSPECTS FOR US SALES IN FINLAND (HELSINKI A-009, JANUARY 8, 1975).

LONG RANGE GOAL: INCREASE US MARKET SHARE OF PROCESS CONTROL INSTRUMENTATION TO 10 PERCENT.

MEASURABLE ACCOMPLISHMENTS: TEN TRADE OPPORTUNITIES AND AN EQUIVALENT NUMBER OF NEW AGENTS APPOINTED.

LIST OF ACTIONS:

A. A CATALOG SHOW SHOULD BE ORGANIZED BY THE DEPARTMENT OF COMMERCE, A REGIONAL FIELD OFFICE OR OTHER COMMERCIAL ORGANIZATION IN THIS TARGET INDUSTRY FOR HELSINKI.

B. CONTINUING CONTACT WILL BE MAINTAINED WITH SELECTED FIRMS RECEIVING MATERIAL ABOUT THE TRADE CENTER EXHIBITION ON "INDUSTRIAL PROCESS CONTROL". TRADE OPPORTUNITIES AND AGENCY LICENSING ARRANGEMENTS WILL BE SOLICITED.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HELSIN 00099 02 OF 02 161412Z

C. MEET WITH REPRESENTATIVES OF UNIVERSITY, GOVERNMENT AND INDUSTRY TO DETERMINE AREAS WHERE US TECHNOLOGY CAN FILL NEEDS OF THE EXPANDING FINNISH ECONOMY.

D. USIA WILL BE REQUESTED TO PREPARE A VTR ON PROCESS CONTROL INSTRUMENTATION IN FIELDS OF INTEREST TO FINNISH BUSINESS. (REF. USIA CIRCLAR CM-1588, NOV. 6, 1974)

5. CAMPAIGN NO. 5: TRAVEL USA

CAMPAIGN MANAGER: RICHARD KNOWLES, PRESS ATTACHE, USIA
CAMPAIGN STATEMENT: FINNISH TOURISTS VISITING THE UNITED STATES TOTALLED 14,800 IN CY 1973, AN INCREASE OF 20 PERCENT OVER THE PREVIOUS YEAR.

THE TRAVEL USA CAMPAIGN, WHICH CONTINUES FROM THE PREVIOUS YEAR, WILL AIM TO MAINTAIN AND INCREASE THIS RELATIVELY HIGH LEVEL OF VISITORS. THE USIS IN HELSINKI WILL CONTINUE TO PLAY A MAJOR ROLE THROUGH ITS CONTACTS WITH THE LEAGUE OF FINNISH-AMERICAN SOCIETIES AND OTHER

CHANNELS. THE CAMPAIGN WILL INCLUDE MEETINGS WITH FINNISH TRAVEL AGENTS AND ORGANIZATIONS TO PROMOTE TRAVEL TO SPECIFIC US EVENTS AS WELL AS GENERAL TOURIST TRAVEL.

LONG RANGE GOAL: ACHIEVE A TOTAL OF 16,000 TRAVELERS TO THE USA.

LIST OF ACTIONS AND MEASURABLE ACCOMPLISHMENTS:

A. CONDUCT "VISIT THE USA" WORKSHOPS WITH SALES PERSONNEL OF FINNISH TRAVEL AGENCIES, WITH SUBSEQUENT FOLLOW UP.

B. OBTAIN PUBLICATION IN THE FINNISH GENERAL OR TRAVEL PRESS OF A LEAST ONE US TRAVEL ARTICLE PER CALENDAR YEAR.

C. PROMOTE TRAVEL TO THE US BY FINNISH TRAVEL WRITERS, UNCLASSIFIED

UNCLASSIFIED

PAGE 04 HELSIN 00099 02 OF 02 161412Z

TOUR WHOLESALERS, AND TRAVEL AGENCIES.

D. WORK WITH LOCAL TRAVEL AGENTS AND TRADE ASSOCIATIONS TO ENCOURAGE TRAVEL TO US EXHIBITIONS UNDER THE FOREIGN BUYERS PROGRAM. IN FY 1976 THIS WILL INCLUDE THE NATIONAL EXPOSITION FOR FOOD PROCESSORS IN SAN FRANCISCO JANUARY 18-21, 1976, AND POSSIBLY OTHER VIP EXPOSITIONS.

E. DISTRIBUTE TRAVEL MATERIAL AND FILMS TO TRAVEL AGENTS AND TRANSPORTATION COMPANIES.

F. REQUEST USIA TO PREPARE A VTR ON HOW TRAVEL AGENTS IN OTHER COUNTRIES CAN ENCOURAGE TRAVEL TO THE USA IN THE BICENTENNIAL YEAR.

G. PROVIDE MATERIAL AND SPEAKERS TO THE LEAGUE OF FINNISH-AMERICAN SOCIETIES.

6. CAMPAIGN NO. 6: MAJOR PROSPECTS
CAMPAIGN MANAGER: PAUL R. HUGHES, ECONOMIC COUNSELOR
LONG RANGE GOAL: FIND AND REPORT FIVE MAJOR SALES AND SERVICE ACTIVITIES FOR US BUSINESS VALUED AT DOLS 5 MILLION OR MORE. WHILE THE AIM IS FOR PROJECTS OVER DOLS 5 MILLION, OPPORTUNITIES OF SUBSTANTIAL SIZE BUT LESSER AMOUNT WILL ALSO BE PURSUED AS ALTERNATIVES.

LIST OF ACTIONS AND MEASURABLE ACCOMPLISHMENTS:

A. CAREFULLY FOLLOW PRESS ACCOUNTS OF NEW PROJECTS FOR

POTENTIAL US INTEREST.

B. FOLLOW-UP WITH LOCAL CONTACTS REPORTS OF PROJECTS.

C. MAINTAIN LOCAL CONTACTS LIKELY TO KNOW ABOUT
SUBSTANTIAL CONTRACTS.
HOUSTON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HELSIN00099
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750017-0220
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750147/aaaabpeb.tel
Line Count: 392
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 8
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 A-9106, 75 DE6, 75 1974
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 25 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 APR 2003 by SilvaL0>; APPROVED <25 NOV 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM FOR FINLAND
TAGS: BEXP, FI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006